The Analysis of Modern Education Technology in Teaching Application of Financial Management Major

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Abstract

Information technology as a tool of modern education technology is widely used in college teaching, which has improved the quality of teaching and the effectiveness of higher education. However, modern education technology is a double-edged sword. If not getting enough attention, the application of modern education technology will make mistakes and the teaching effectiveness will be affected. Therefore, how to apply modern education technology to get the best teaching effects has become an important research subject. In this paper, based on the characteristics of modern education technology in teaching application, combining of network and multimedia teaching practice, the problems of modern education technology in college teaching application were analyzed and the countermeasures were proposed.

Key words: Management major; Modern education technology; Higher education

INTRODUCTION

The characteristic of modern education technology is multimedia and network technology, which has been widely applied in college teaching. In this way, it has brought new vitality and vigor to college teaching as well as injected new connotation to teach reform and teaching mode. It integrates with course content, the teaching process and methods, which constructing a new teaching mode of digitization, network and intelligence. It has changed the elements and relationships of teaching construction. Therefore, how to apply modern education technology to get the best teaching effects have become an important research subject. Does education technology have problems in the course of teaching and how to solve them? Reflection on these issues, it will be more conducive to apply education technology for the sake of optimizing the teaching effects, improving the quality of teaching and deepening education reform.

> Due to the failure of highlighting the character of each subject and course, it becomes harder for students to have a good command of the important and difficult parts or points of the lecture as too much information is introduced by the teaching courseware presented at classroom. (Chen & Liu, 2012)

1. CHARACTERISTICS OF MODERN EDUCATION TECHNOLOGY IN TEACHING APPLICATION OF MANAGEMENT MAJOR

1.1 Information-Rich Content, Vivid and Intuitive Form

The most obvious feature of multimedia teaching is abundant information, quick teaching progress, multi-channel stimulation in pictures or articles or sounds, just like and animation, creating scene, affording demonstration, presenting facts and enriching teaching methods of college teachers, which making teaching more multiple, visual and context as well as improving the teaching benefits. Moreover, it will stimulate college students' interests in study and play the role of their cognitive subject as well as afford professional knowledge

and information massively, which making the classroom teaching is no longer limited to textbooks. What is more, the big screen and fruity sound effects satisfied the need of college teaching. In modern times, the scale of college and population of students are increasing, so the multimedia technology has played an irreplaceable role in teaching.

A large number of scientific and technological personnel are gathering in the U.S. and other developed countries for decades. Developing countries' economic development and scientific and technological development urgently needed technology professionals with international advanced level. Internationalization of higher education can promote talent and knowledge flows between university of developed and developing countries. It can introduce state-building talents needed in the short period of time. Thus, it can enrich the knowledge and discipline system of the state, improving the overall technological strength and technological innovation capability of developing countries.

The dynamic tracking can expand college students' professional information knowledge. We can take advantage of QQ, blog etc. to realize the individualism, interaction and comprehension in organization, replication and management for the sake of making the individual teaching come true. Driven by economic globalization and trade liberalization, international education market has become increasingly open. Educational resources have been configured in the international community. The flow of education elements has been accelerated internationally. The exchanges and cooperation of international education have become increasingly frequent. The degree of mutual influence and interdependence between education around the world continuously improve. Mutual exchange, mutual competition, mutual tolerance and mutual agitation between national educations jointly promote prosperity and development of the world.

From the reform and opening up to join the WTO, internationalization of higher education in China has become our unavoidable and urgent issue. Coupled with increasing number of interdisciplinary and interdisciplinary research, they must be carried out exchanges and cooperation with other countries, driving the pace of internationalization of higher education. Besides, strength of today's developed countries in science and technology is still stronger than other developing countries.

2. THE IMPORTANT PROBLEMS IN MODERN TEACHING TECHNOLOGY

When the multimedia appears in teaching, the courseware will be showed and presented one by one, which making teaching become formalism in language and network. In this way, college students will lose the initiative and creation.

2.1 Too Much Information and Too Quick in Teaching Progress

The process of education information is two-way interacted, thus, we must ensure its effectiveness. The multimedia teaching saves time from the traditional teaching in blackboard writing, which brings more content in teaching and fastens the change of pictures. However, it will bring more information that makes students tired. They don't have enough time to take notes and think, which declining the amount of accepting information. It will lead to the effectiveness of information transmission reduction. Through the experiments, if a class projection plays more than 20 minutes, it will produce visual fatigue to students. Multimedia devices are installed in a control cabinet that makes teachers sit on chairs to teach. Students can't see teachers' actions and expression. In the traditional teaching, teachers have plentiful body language. Teachers can't feel the interaction of students. The students feel like they are faced with a picture of commentary. It doesn't have interaction and communication that are hard to arouse the enthusiastic of students.

2.2 Dominant Relationship of Teaching and Learning Is Confusing in Courseware Design

In the design of courseware, we often an emphasis on teaching as well as take efforts to make students concentrate on established courseware. The courseware looks like splendid, however, it reduces the chances of students to participate and think. Some courseware's backgrounds are complicated and different with a large amount of animation and sound, which violate cognitive laws and distract students' attention. The level of courseware production is uneven for some of them are developed independently and some derived from network. The lack of scientific choice in visual media, hearing media, audio-visual media and interactive media. In the performance of multimedia such as text, graphics, image, animation and sound that lacks the scientific combination If you rely on some media excessively, you cannot achieve the best result. College always has classes in a large amphitheatre, which uses multimedia to teach students. However, there are many disadvantages of multimedia in teaching. Firstly, the students cannot see the screen clearly as a result of blue projection. Secondly, because of the special need of protection, the classroom needs close the curtain. But students will be likely sleep and cannot take notes as a result of darkness. Thirdly, the microphone always has noise that leads to students' bad mood and can't listen to lessons seriously.

2.3 Misunderstanding of Information Technology and Curriculum Integration

First of all, it lacks a correct conception of integration and comprehensive cognition. Secondly, some teachers regard multimedia and computer technology in teaching as integration. Thirdly, they regard integration as assistant

computer teaching. The combination between network and curriculum resource will make students learn individually and break time limits. Many colleges' network lacks information and update. Some brilliant libraries can't digitalize and electrifies curriculum resource for teachers and students. Even they have it, it is just combining network and curriculum resource together not integration.

Students don't pay much attention to network course many colleges and universities devoted to human and material resources to produce massive network curriculum and exquisite course, however, the application effect is not good. Through analysis, we can find that many network curriculums are imitation. Moreover, resources are presented boringly and lacking main study activity. It lacks an entire incentive mechanism, human natural learning environment and communication space that restrict students' interest in using the network curriculum.

3. COUNTERMEASURES OF IMPROVING TEACHING EFFECT IN MODERN EDUCATION TECHNOLOGY

Implement the mode of combination between modern teaching technology and traditional teaching. Rely on the multimedia classroom teaching completely is infeasible. It has been three hundred years since split-class teaching was put forward, the split-class teaching method obtained the success with seriousness of teachers and the exchange of students and teachers. Nowadays, the teaching mode that network multimedia teaching combined with traditional teaching mode is promoted which can make use of multimedia network to solve the traditional teaching difficulties.

3.1 Software Production Must Serve for Classroom Teaching

Constructivism learning theory considers that learners not carrying empty skull come into the classroom, but come with their own ideas, knowledge systems. Therefore, teachers should pay attention to make use of multimedia, which surpasses the limitations of traditional media and change abstract software to visual. Teachers' kind words and good relationship between teachers and students cannot be replaced by any information technology. In the teaching process, a smile and a simple gesture of action from a teacher would become the students' motivation to learn.

The emotional communication between teachers and students is the catalyst in the teaching. Ignoring the emotional communication between the teachers and students in the actual teaching and exaggerating inappropriately the role of Internet and multimedia in the teaching could inevitably lead to the modern education technology teaching to reverse.

3.2 Combine Media and Control Teaching Information With Internationalized Curriculum

According to the reason why students always being tired in multimedia class and how much they receive information, we formulated corresponding measures. For example, we can edit its origin and insert it to courseware when we teach formula theorem so that the students know its origin and grasp knowledge. On the other hand, we can ease students' tiredness through reducing lecturing rhythm. Information technology and curriculum integration need to design course and teaching materials again and change teaching methods and learning means. At present, we are faced with the limitation of information technology hardware, the skills of teachers, the ability of teaching design and the capabilities of students information procession, which making information technology and curriculum integration very difficult. It is necessary to be an in-depth study on the subject that how to perfect integration of information technology and course teaching of colleges and universities.

Also, internationalized curriculum is an important carrier of internationalization of higher education. In order to adapt the trend of internationalization of higher education, cultivating international talents with vision of the world, familiar with international affairs and mastered academic frontiers, construction of internationalized curriculum should adopt bilingual education, using original materials in English, establishing language centers and other institutions to cultivate students' language proficiency. It should strengthen drawing on lessons from foreign advanced curriculum philosophy, establishing linkage mechanism of the course market, enhancing the social adaptation of courses, streamlining courses and compressing lesson hours, raising the proportion of elective courses. Thus, there is full respect for the self-selection and self-design of student. Since 2005, this university has introduced optical original materials from the University of Arizona—College of Optical Sciences for optical postgraduate education, so that students can learn about the latest research results in a timely manner. In order to further strengthening the role of teaching materials, university and the University of Arizona explore the establishment of optical features classes. Reference to the training model, curriculum, teaching programs, curricula of Optics Department in University of Arizona, suitable students' learning curriculum of optics for university are developed. All courses are taught in English, which can train a number of compound talents with proficient in both professional and languages.

3.3 Teachers Had Better Stand to Teach

Teachers take advantage of wireless mouse, screen pen and big screen to teach that need them to keep traditional stature teaching, such as stand on the stairs. When teachers stand, it will reflect the seriousness of the classroom teaching. It is more important for teachers to

have an insight into the situation of students at any time, adjust the teaching strategy in time and ensure the communication between teachers and students successfully. Making use of hyperlinks technology to give students time to think about, such as let students calculate individually without conclusion and solving formula. Then teachers can give students answers and emphasize on asking questions for the sake of making students learn sufficiently and avoid sleeping. Therefore, it will make students highly concentrated on study and think about individually through active classroom environment.

Launch the teachers participate in developing high quality teaching resource jointly. Courseware development should be power-and-power union and afford technology support by modern education technology center. The team is composed of young and mid-aged teachers. We can make use of old teachers' experience and profound knowledge to teach as well as utilize mid-aged teachers who have teaching experience and information technology to develop software promotion test. Modern education technology theories, teaching media and classical cases should be introduced for teachers to inspect. Moreover, teachers should be guided to choose teaching software according to teach content and students' cognitive level. The integration of information technology with curriculum to create the ideal learning environment and new ways of learning through the information technology would fundamentally change the traditional teaching structure, making teacher, student, teaching media and teaching material -this four factors, contact each other mutual effectively and achieve the perfect unity. The integration of information technology with curriculum emphasizes that the unity between the person and environment. The ultimate goal of this integration is to use information technology provided of independent exploration, multipleinteractive, cooperation learning and resources sharing and so on, so that the students' creative thinking and practice ability in the integration process could effectively be exercised, cultivate the students' ability to explore and to solve the question ability, leading to creative thinking in the whole exercise.

3.4 Develop Courses and Information Technology Combination

Through strategy of providing rich learning activities, favorable incentive systems, procedure-oriented individualized follow-up assessment and feedback as well as emotional communication platform students' learning interest of online courses can be stimulated and maintained. In order to let students experience happiness and satisfaction of group cooperative learning and sharing knowledge in online courses, rich learning activities can be provided, various incentive systems can be established. For the aspects of evaluation system of online courses, students can be provided with mutual evaluation for

assignments or works as well as "Achievement Exhibition Platform" which is publicly presented, teachers can see assignments or works submitted by students on the platform and give scores and instructive opinions promptly with regard to scores for many works and assignments submitted by students in online courses, timely generated visualized graphs are adopted on the platform to give students intuitional visual impact. Emotional communication and data transmission platform including ways of online chat room, BBS to set up the bridge of emotional communication between group students, between students and teachers and the express way of learning data transmission.

3.5 Establishing the Concept of International Education and Building an International Research Platform

The concept of international education is an important prerequisite of internationalization of higher education. Internationalization of higher education, as the economic globalization is an unstoppable trend. It is increasingly important part of the international relations. It helps awareness and understanding the countries cultural around the world, promoting the development of friendly relations; It can promote the progress of science and technology; it can enhance the school's international reputation and influence, improving the country's international competitiveness; Teachers and students can develop an international perspective, cultivating high-quality compound talents; it can bring in quality overseas talent, improving the structure of teaching staff. With Princeton University as an example, the school principal Shirley M. Tilghman has published a report "Princeton in the world", it states that demanding "serving the United States, serving the world" as the new educating mission. With world-class academic research, excellent teaching, first- class students, the unique academic and cultural as the basis of its international, the PrincetonUniversity's internationalization process is fully launched and promoted. Driven by state's "Twelve-Five" planning and Jilin Provincial "universities in strong province", universities establish the concept of international education in their future construction and development—facing the world to conduct international education; using available resources and achievements in the international market to open up education markets; focusing on the development of high -quality international education exchange resources; actively introducing advanced management concepts and methods of education; and creating leading universities with world advanced level and able to cultivate and foster high quality talents. "Furthermore, the collaboration learning system with a mobile should include greater access to necessary content and information timely, reduced cognitive load during learning tasks and increased interaction with diverse users and other information systems horizontally." (Lee & Raied, 2012)

Meanwhile, International research platform is an important way of internationalization of higher education. Strengthening the cooperation with internationally renowned universities and research institutions, establishing a joint research platform, providing a broader research space for researchers, active participation in the international forefront of scientific research, access to the latest research results and information, so that it can continuously improve the research capacity and overall strength of the university. International Teaching Staff is an important indicator of internationalization of higher education. In order to cultivate talents with consciousness of the world, the global concept and mastering the world of scientific knowledge, it should has a teaching force with integrated internationalization of higher education.

CONCLUSION

"The most frequently used learning theories in the development of educational environments are behaviorism, cognitive and constructivism." (Ileana & Timothy, 2013) Modern education technology has profoundly affected college teaching. However, it needs constant improvement during application. Combine modern education technology with specific subjects teaching practice and information technology, research problems in the application and find out effective measures for the sake of enduring advanced teaching technology. In this way, we can afford superior service for education.

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